



By the Numbers

Preliminary 6 Month Report

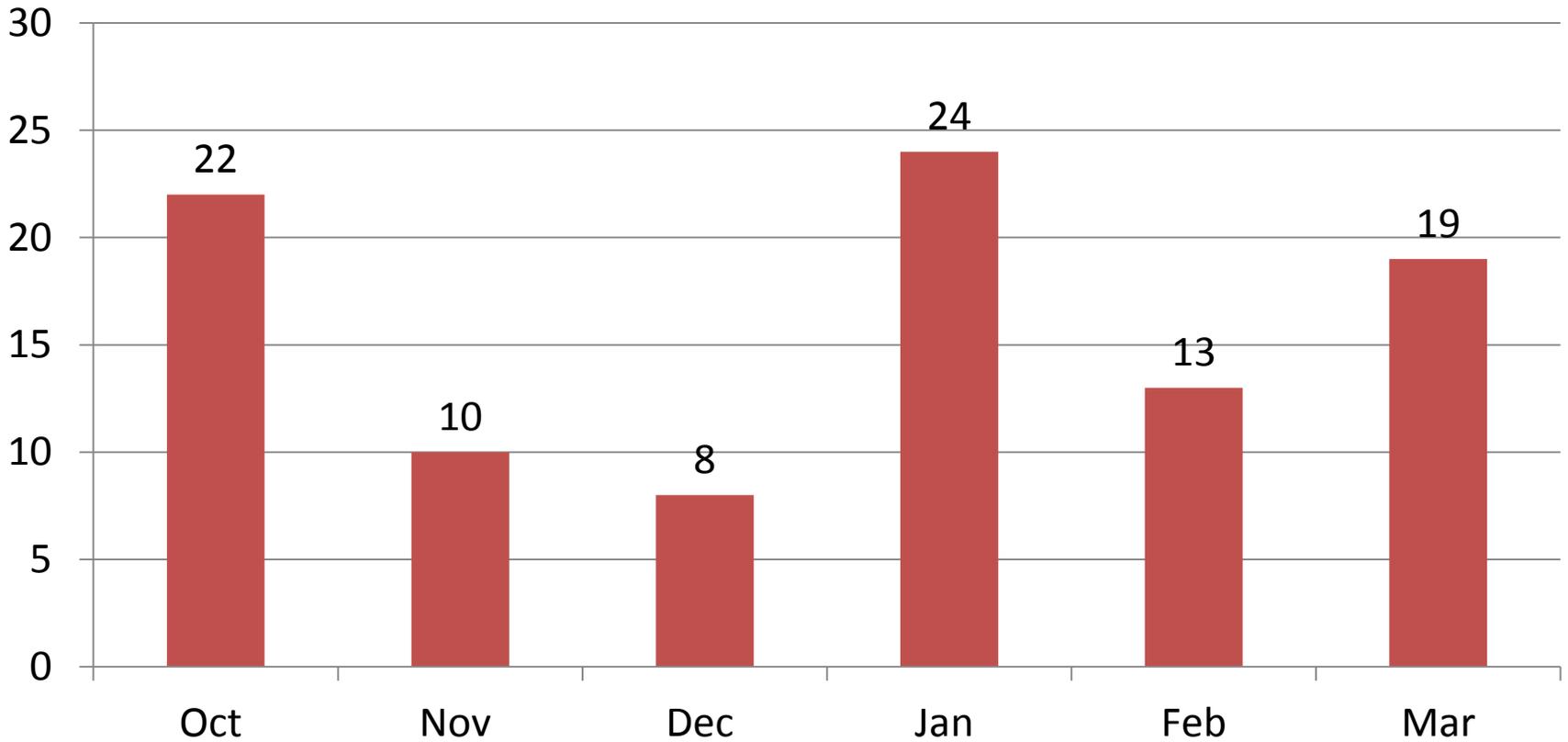
Presented April 10, 2013

mediaArtists

- Intro Registrants
- New mediaArtists
- Percent Joining
- mediaArtist Renewals
- Comparison

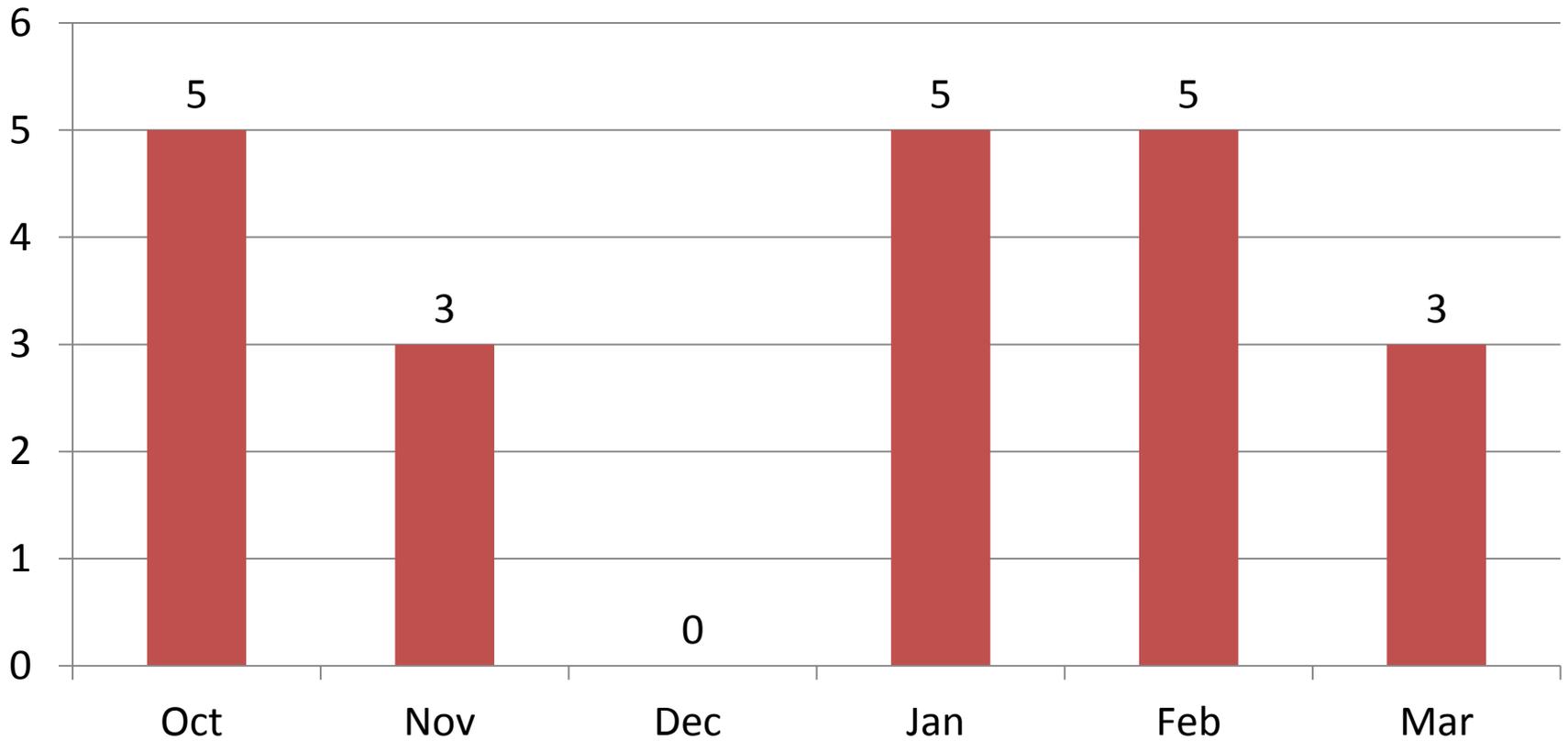
Intro Registrants

Number of People Registered for Intro per Month



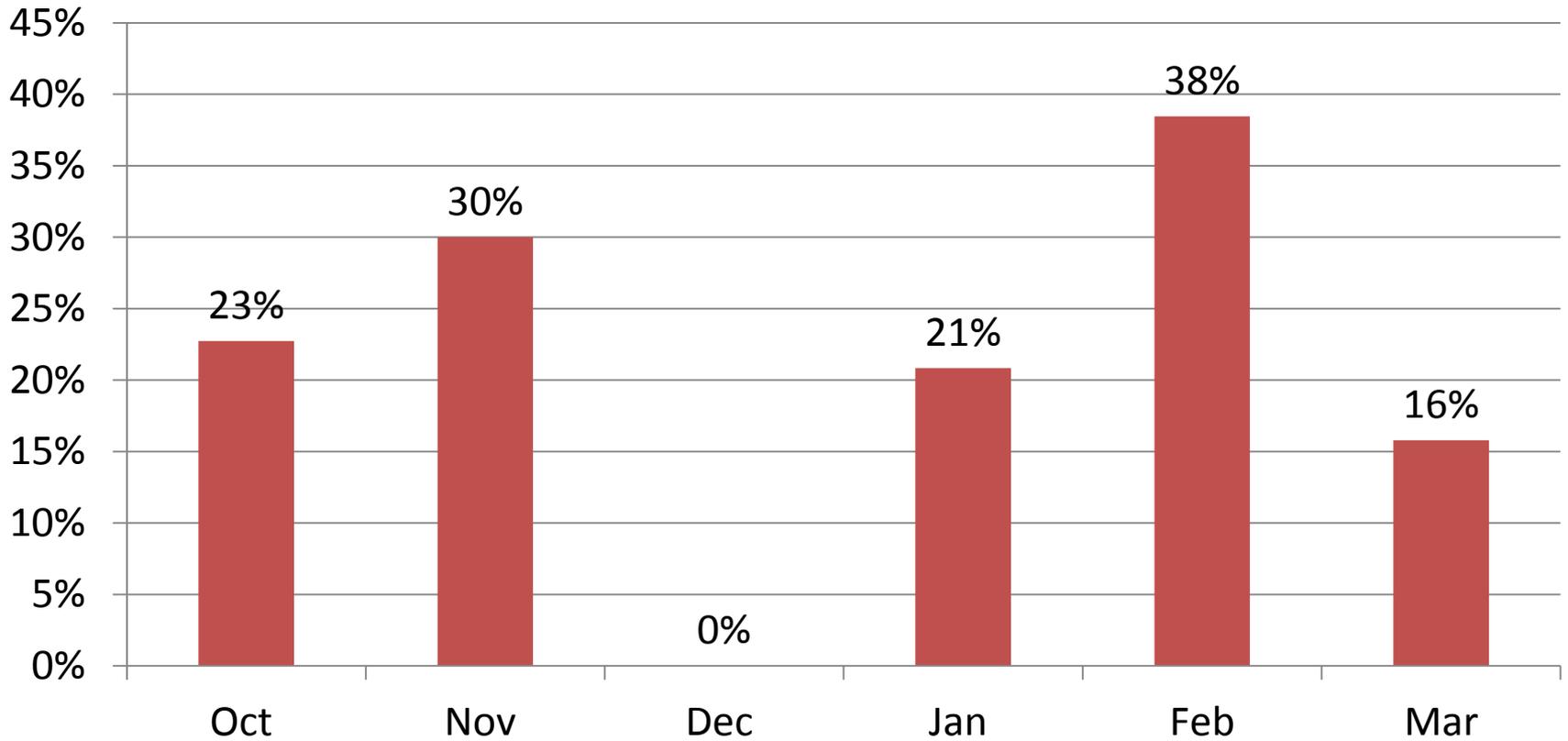
New mediaArtists

Number of New mediaArtists per Month



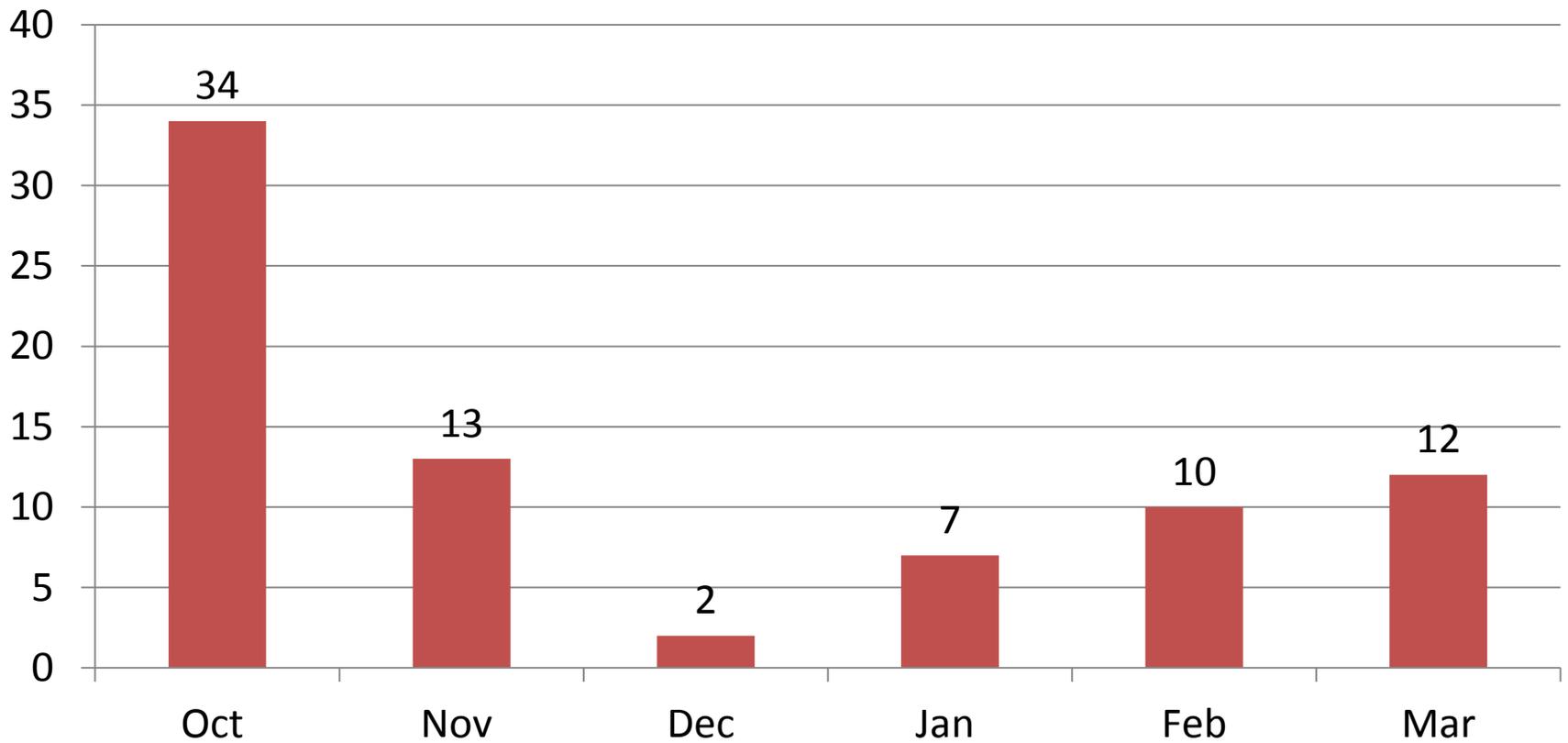
Percent Joining

Percent of Intro Registrants who Joined as mediaArtists



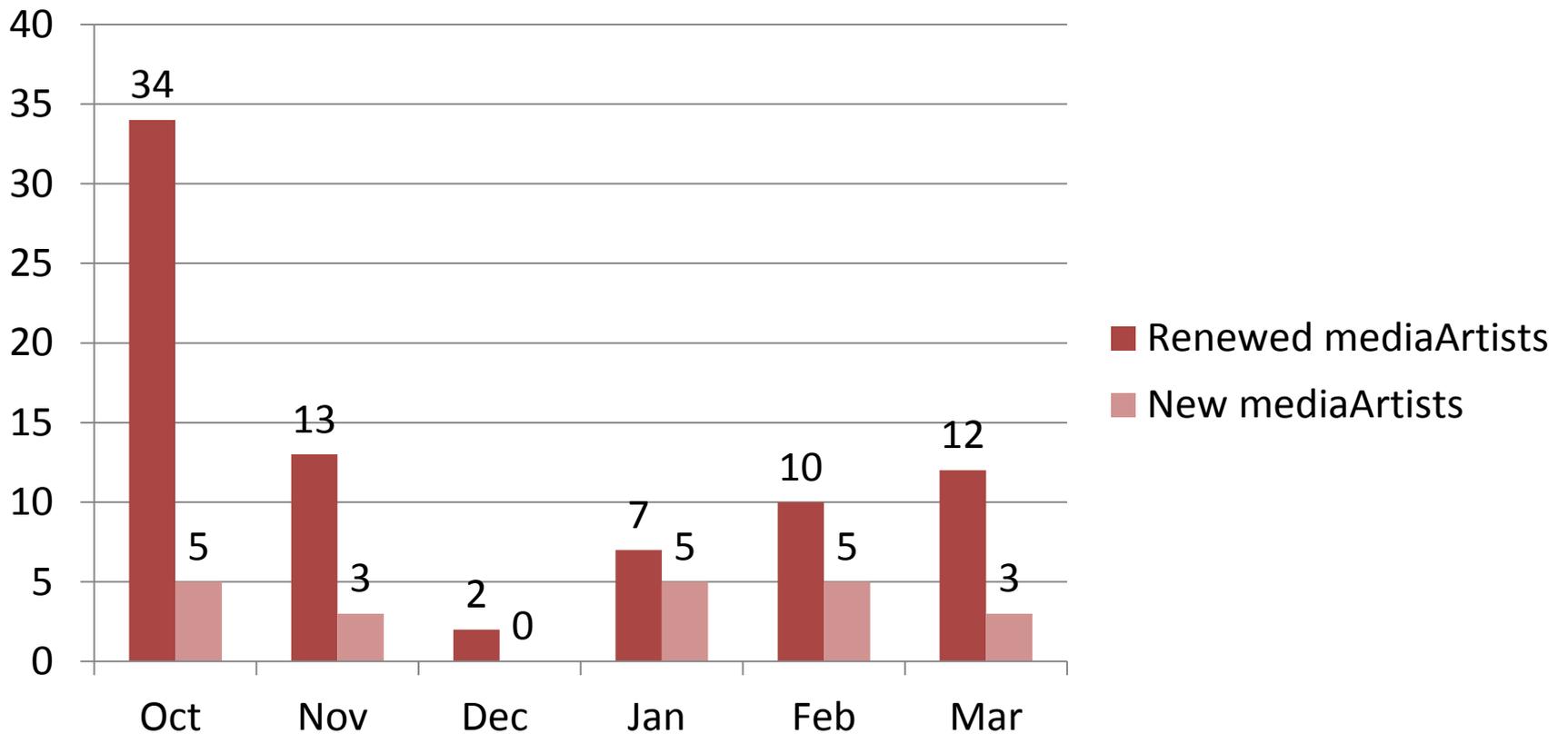
mediaArtist Renewals

Number of mediaArtists who Renew per Month



Comparison

Number of Renewed and New mediaArtists

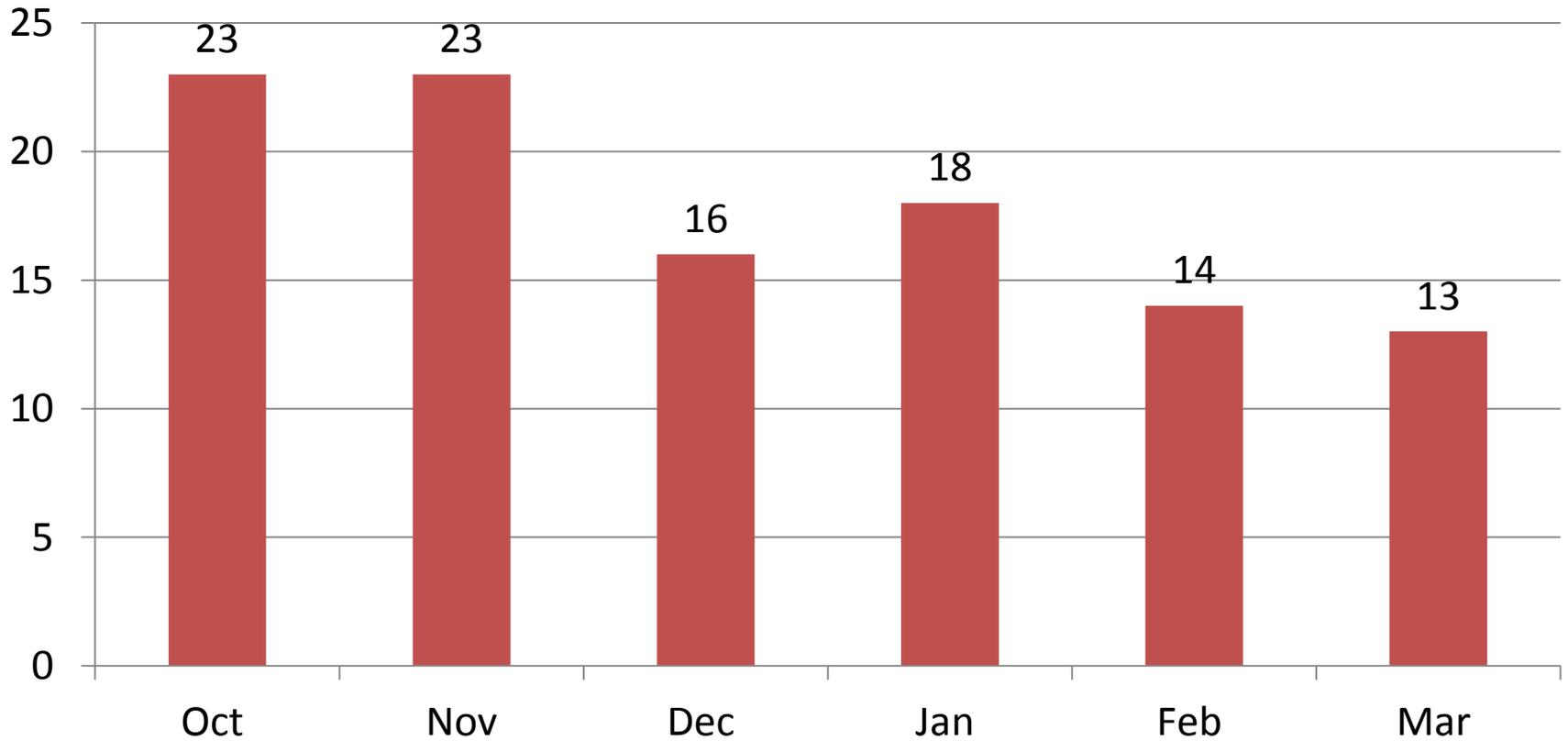


Classes

- Classes Offered
- Percent Held
- Class Attendees

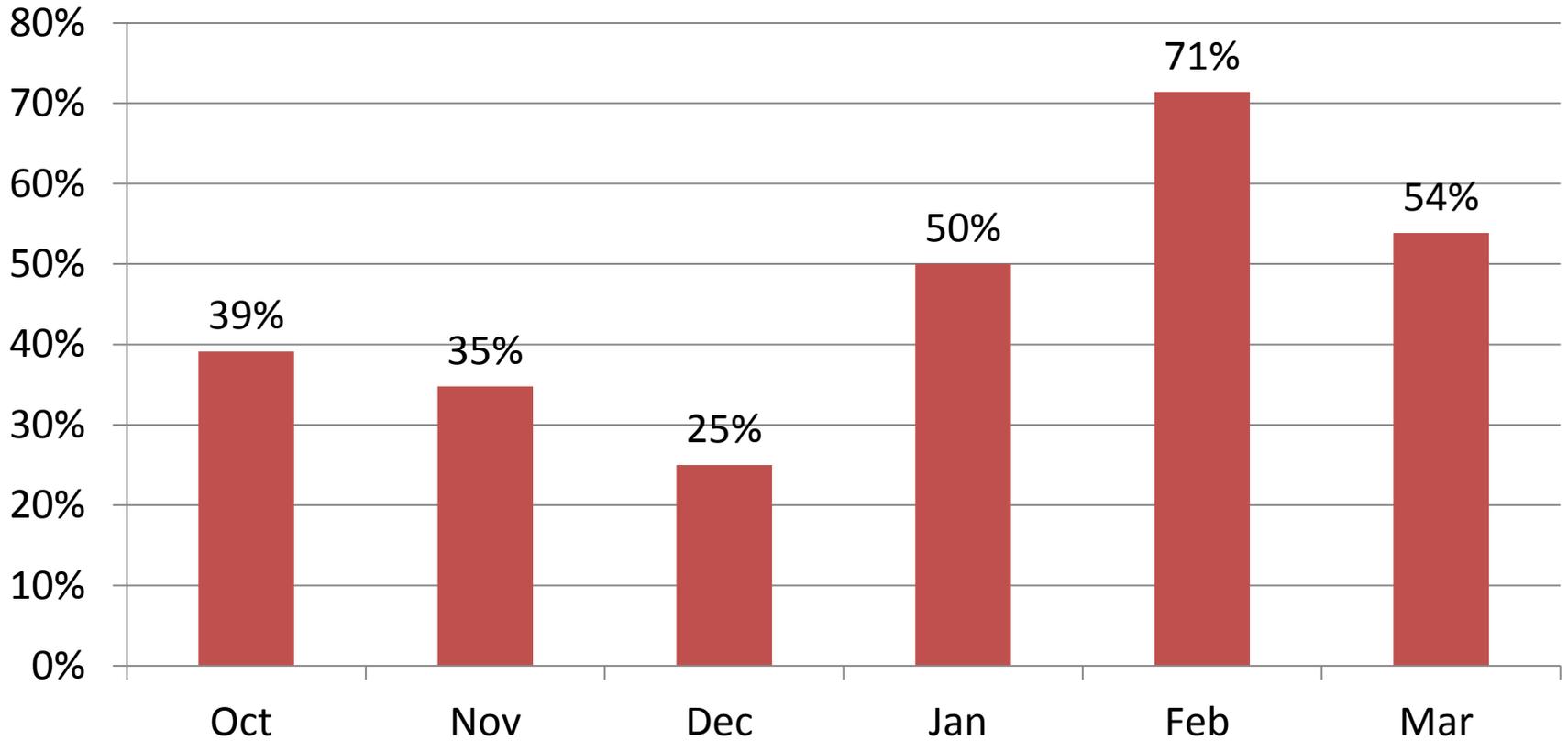
Classes Offered

Number of Classes Offered per Month



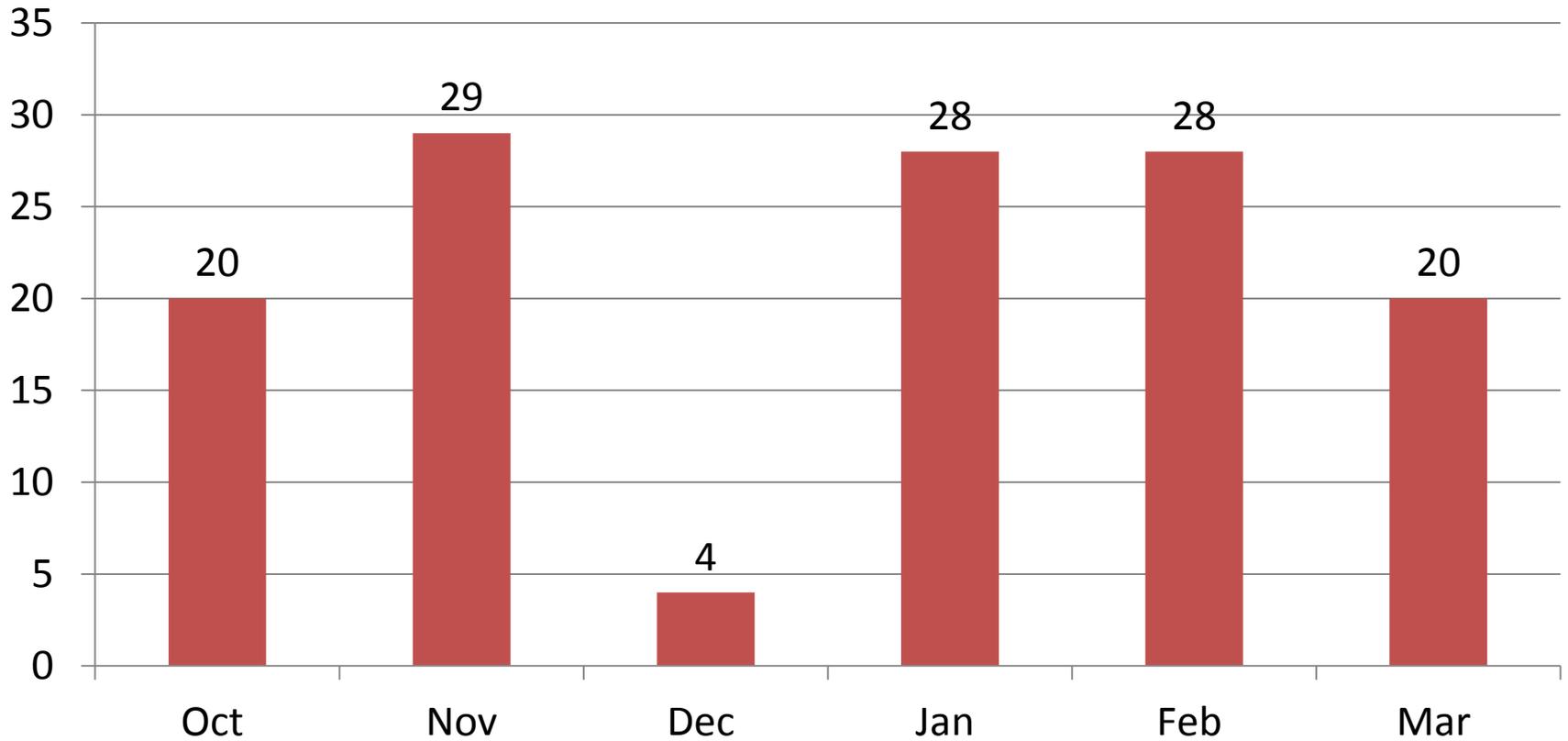
Percent Held

Percent of Classes Offered that were Held



Class Attendees

Number of Seats Filled in Classes per Month

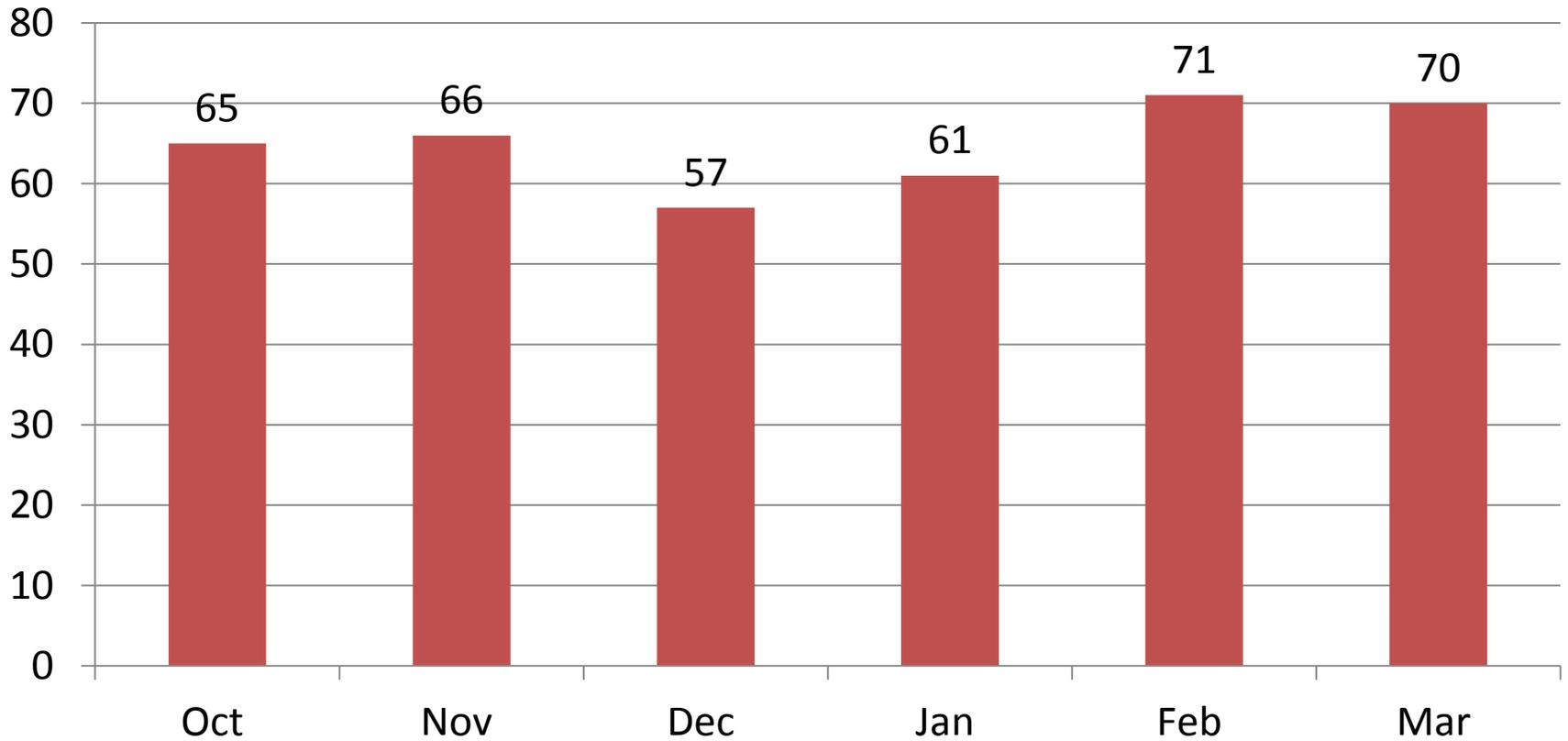


Reservations

- Studio Resources
- Editing Resources
- Camera Resources

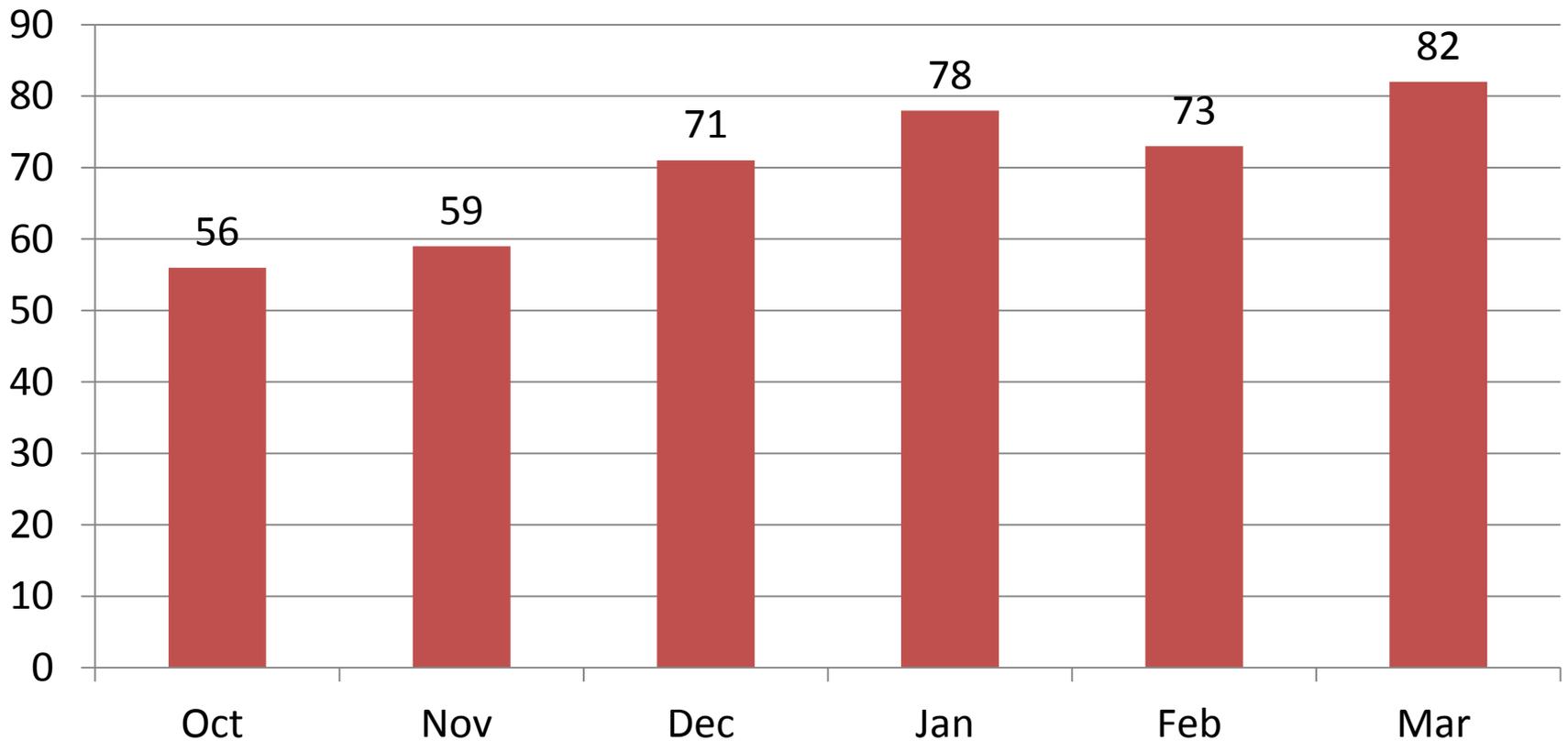
Studio Resources

Number of Studio Reservations Per Month



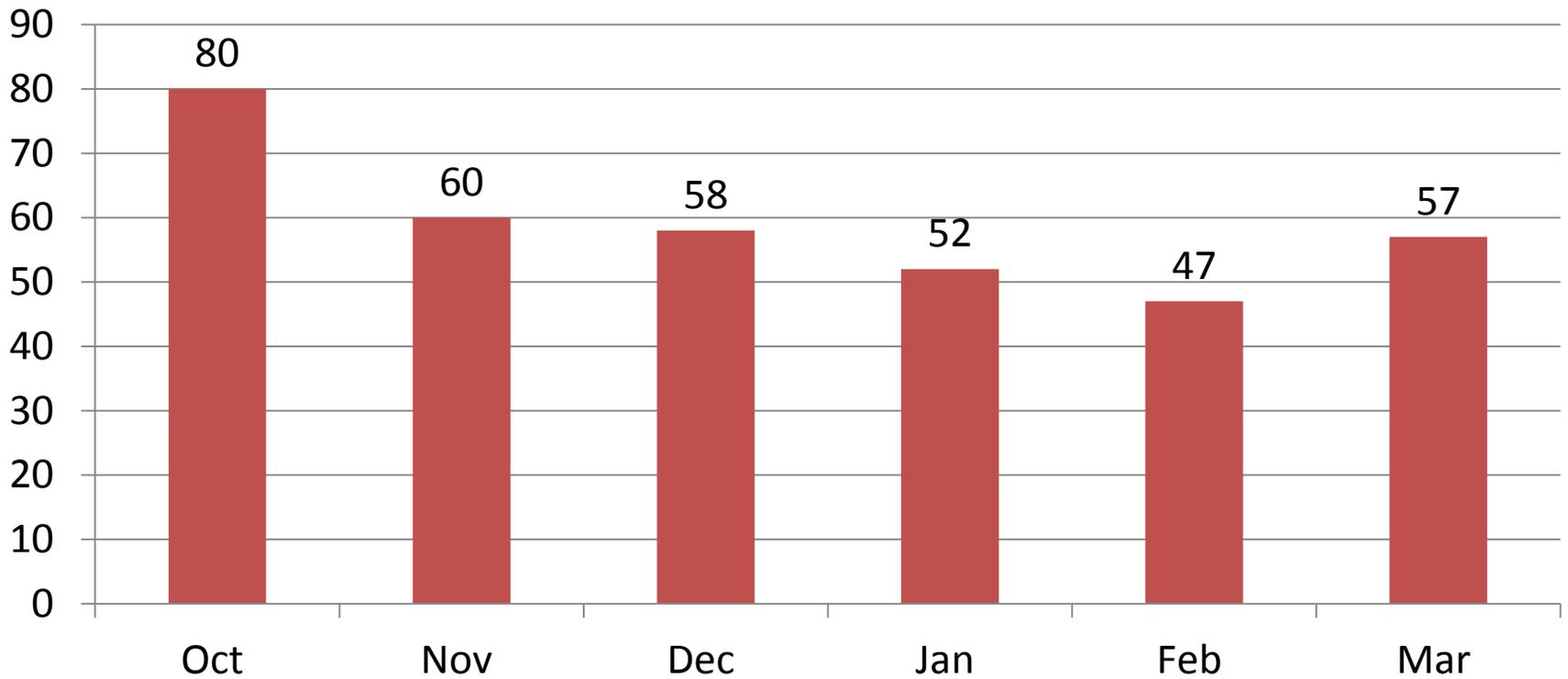
Editing Resources

Number of Editing Resource Reservations per Month



Camera Resources

Number of Field Camera Resource Reservations per Month

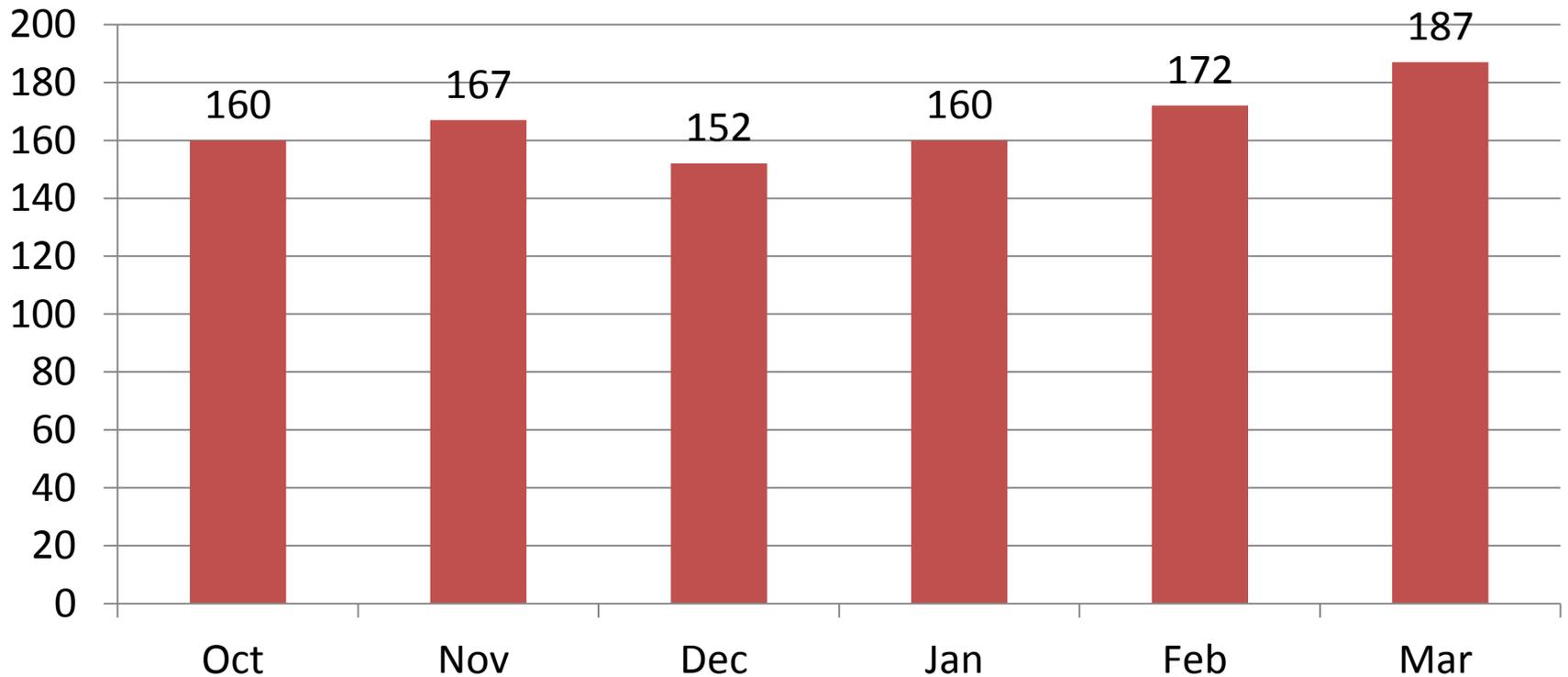


Programming

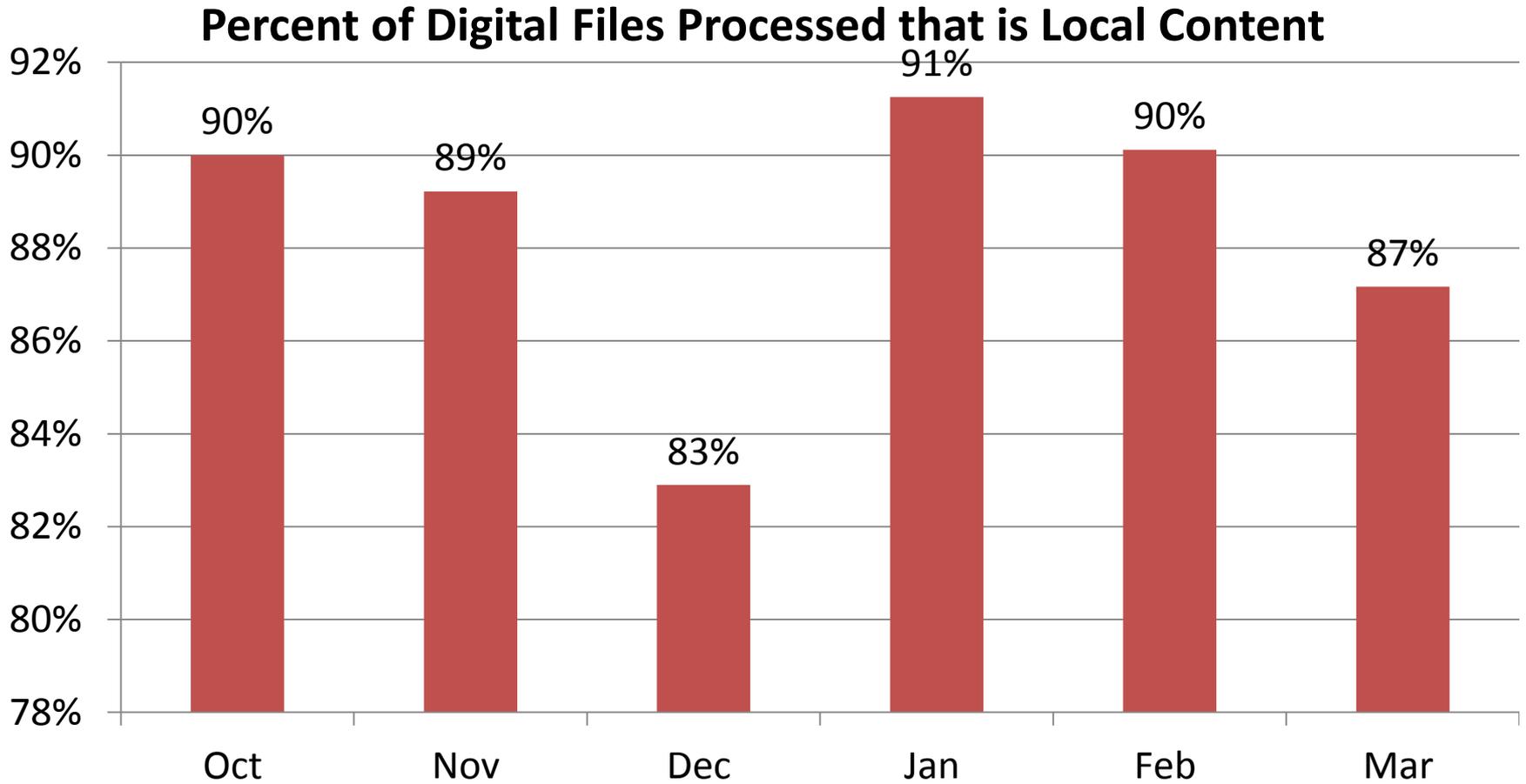
- Digital Files
- Local Content
- Live Studio Series

Digital Files

Number of Digital Files Processed per Month for Playback

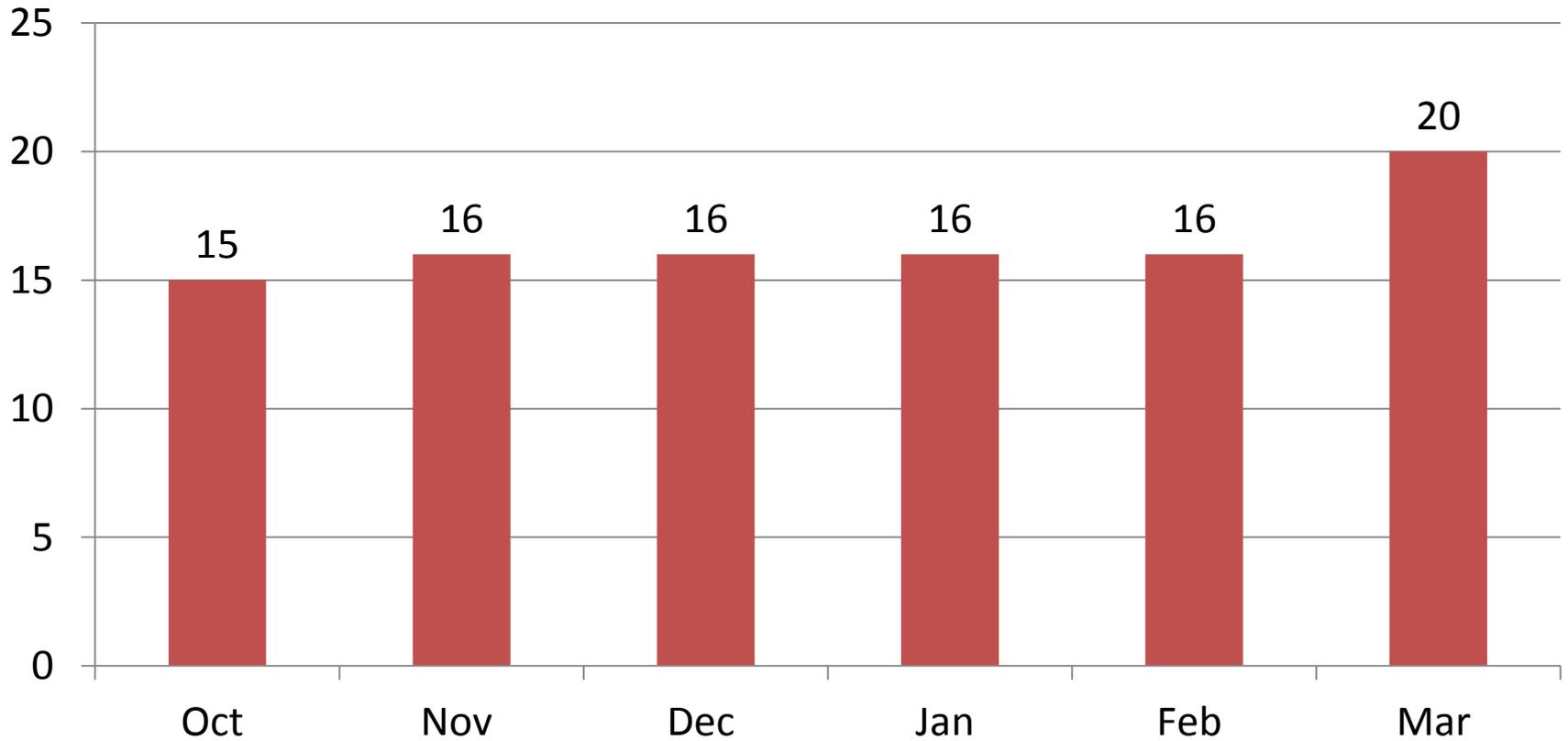


Local Content



Live Studio Series

Number of Live Studio Series per Month

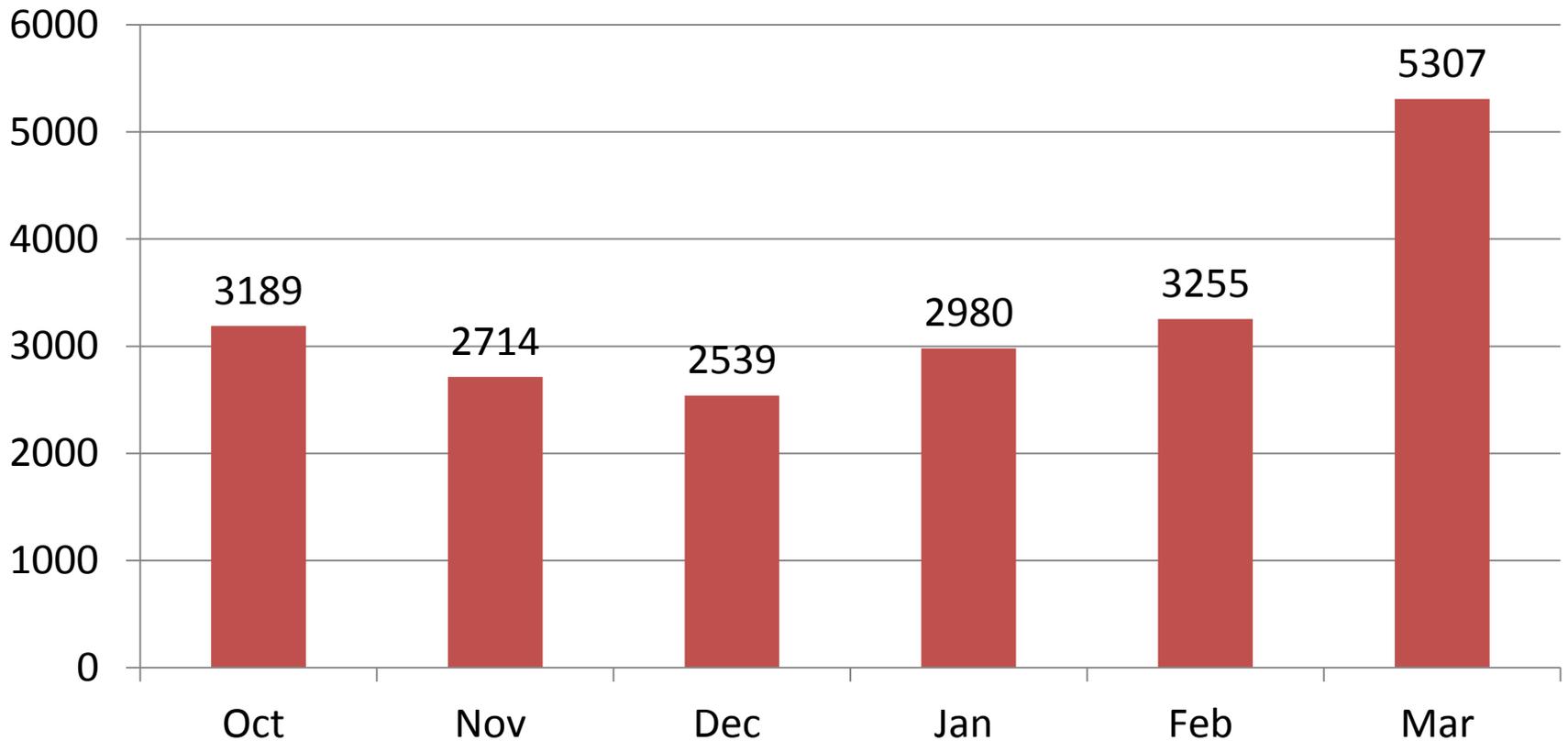


Google Analytics

- Visits to www.channelaustin.org
- Unique visitors to www.channelaustin.org
- Visits to community.channelaustin.org
- Unique visitors to community.channelaustin.org

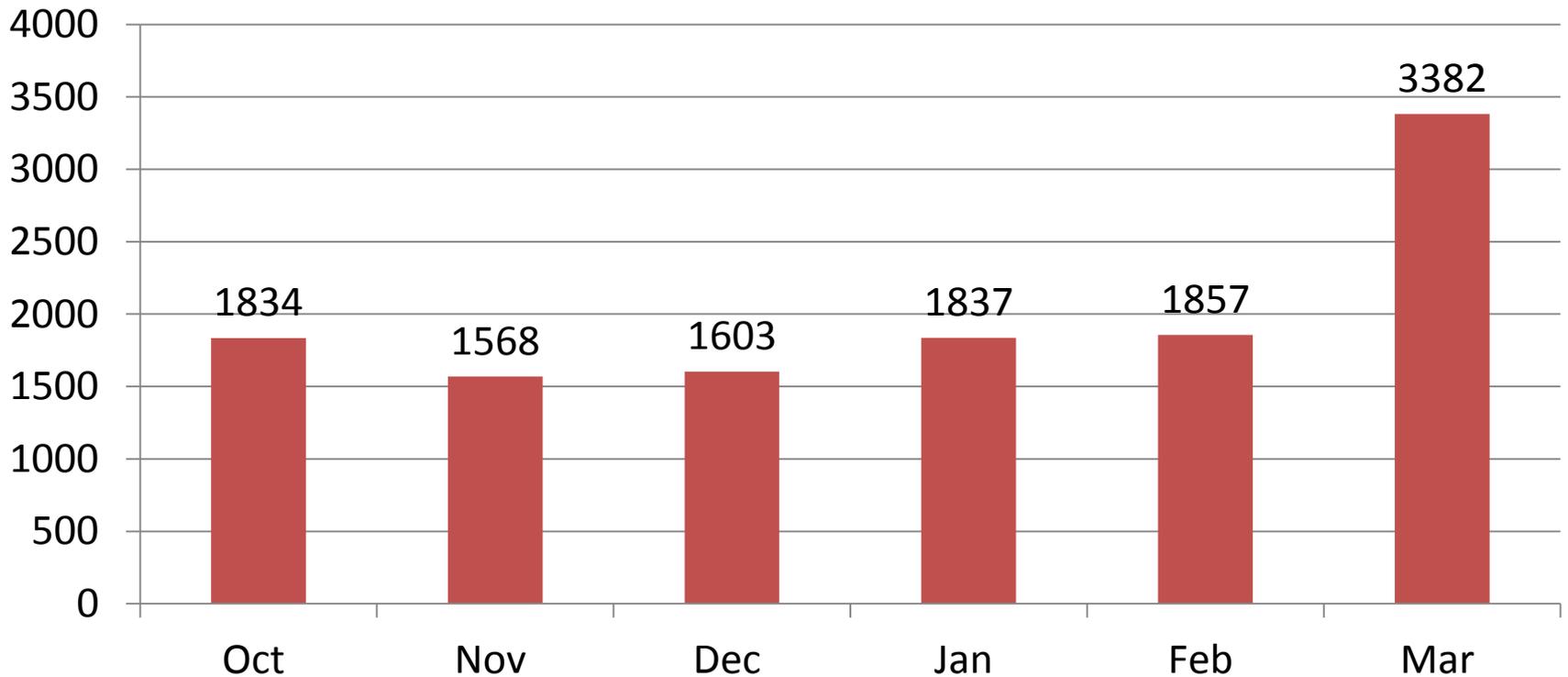
Visits to www.channelaustin.org

Number of Visits to www.channelaustin.org per Month



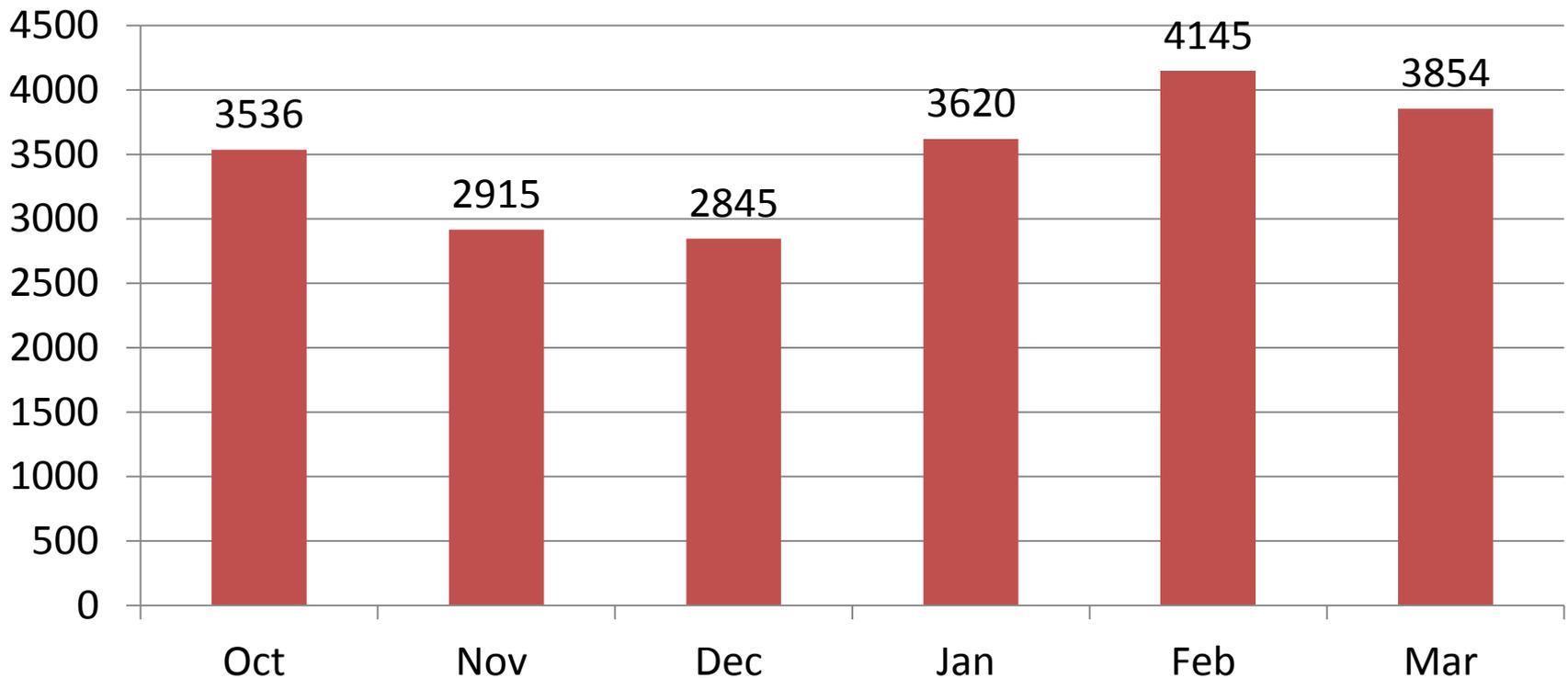
Unique Visitors to www

Number of Unique Visitors to www.channelaustin.org
per Month



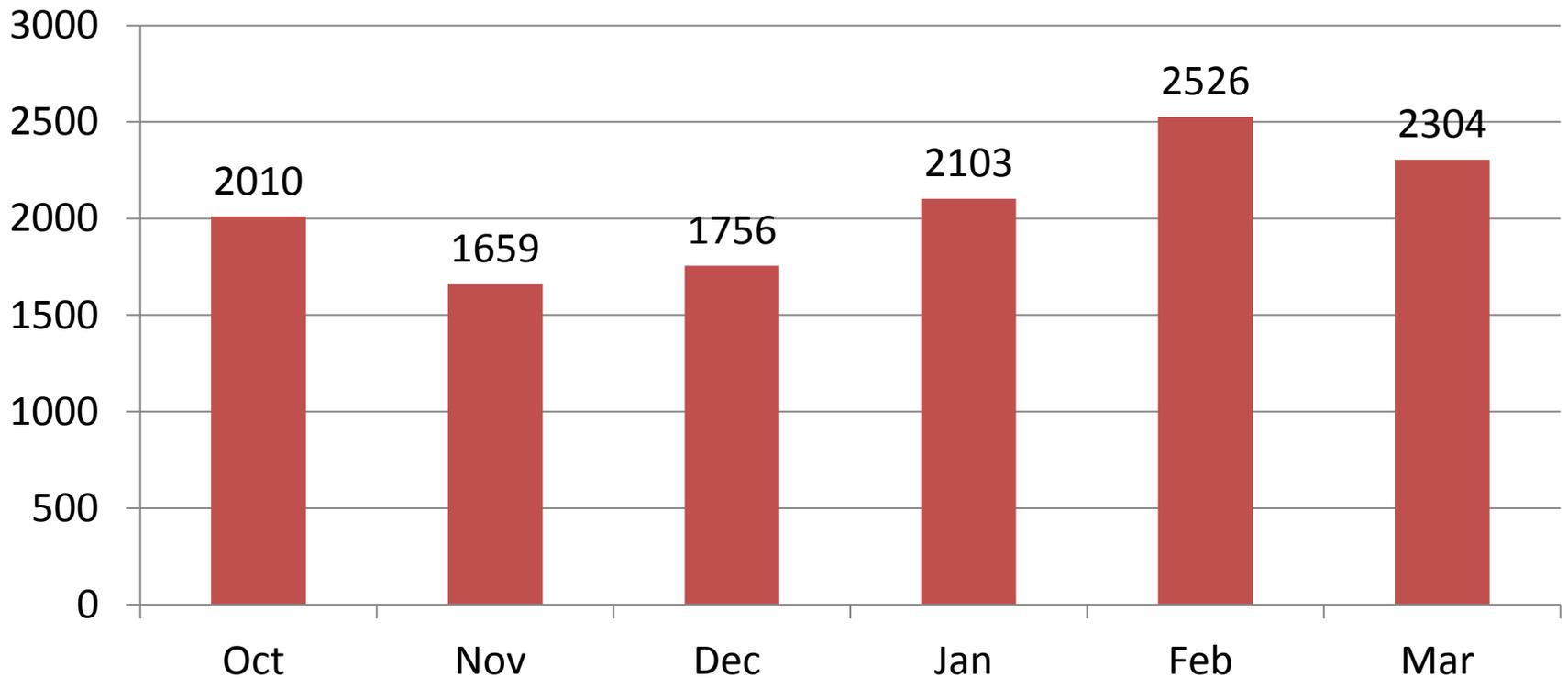
Visits to community.channelaustin.org

Number of visits to community.channelaustin.org per Month



Unique visitors to community

**Number of Unique Visitors to
community.channelaustin.org per Month**



2013 IT Infrastructure

- 111 Computers
- 15 Operating Systems
- 29 Software Packages
- 11 Users
- 46 User Accounts

2005 IT Infrastructure

- 26 computers
- 7 operating systems

Other Metrics

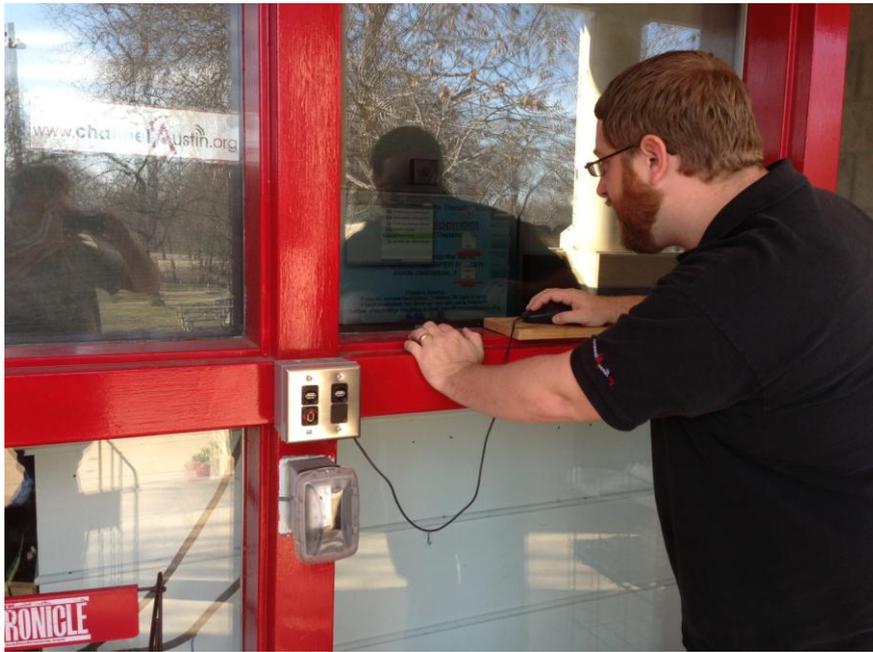
Developing ways to measure

- Event Coverage
- Partnerships
- iYouth Media

Future Free Google Fiber Connection?



Video Kiosk + Google Fiber



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